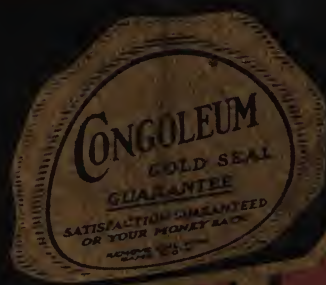


1933

Patterns

CONGOLEUM

Gold Seal
RUGS & FLOOR COVERINGS



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From the collection of:

Mike Jackson, FAIA

Congoleum 3 yds wide 1.80
Loraleum 3 yds " 2.45-

1933

CONGOLEUM PATTERNS



Congoleum "Gold Seal" Rugs
Congoleum "Gold Seal" By-the-Yard
Congoleum "Gold Seal" Hall Runner

Made in Canada by
CONGOLEUM CANADA LIMITED
MONTREAL, Quebec

Congoleum for 1933

DURING 1933 Congoleum Gold Seal Rugs and Floor-Coverings will continue to offer the most outstanding value in felt-base floor-coverings. No matter from what angle you view this proposition, you will find that "Canada's Most Popular Floor-Covering" stands *first*. *First* always — and always far ahead of the nearest competitor.

1. **First in style and beauty!** Each year Congoleum artists lead the market with patterns that score the really sensational hits. Each year, we conduct the most careful market analysis, study the style trends, consult with prominent interior decorators. The result is a line that has never yet failed to anticipate consumer demands and please the public.

This year's collection of Congoleum Rugs has all the novelty — all the style touches — all the color appeal — that has come to be expected in a Gold Seal line. In order to satisfy every possible taste, the number of rug patterns has been increased to fourteen. All of them are reproduced on the pages following — fourteen good reasons why Congoleum Gold Seal Rugs will continue to be the people's choice for 1933.

2. **First in consumer demand!** Investigations show that nine out of ten women ask for Congoleum Gold Seal Rugs by name. This overwhelming preference is literally years ahead of the demand for any competing felt-base rug. Twenty years of experience has convinced Canadian housewives that the famous Gold Seal pledge of "Satisfaction Guaranteed Or Your Money Back" means exactly what it says. It is a champion confidence winner and good-will builder.
3. **First in Advertising!** Month after month for years, the home makers of Canada have been told about this product and the Money-back Gold Seal Guarantee. Millions of pages of advertising have been published in the leading newspapers and magazines. Due to the effectiveness of Congoleum advertising and merchandising plans, in creating a general demand and rapid turnover of dealers' stocks, we have been able to constantly reduce prices, thus rendering a service to dealer and consumer alike.
4. **First in Quality!** We use the heaviest felt in any smooth-surface rug of this type. It is 100% rag felt. Our exclusive Multicote Process builds long service into every Congoleum Gold Seal Rug. This year, the finish of the patterns is glossier, more durable, more resistant to strong cleansers than any surface heretofore known; in fact, the finest surface yet developed by the floor-covering industry.
5. **First in the field!** Congoleum Rugs are the original felt-base rugs — invented by us twenty years ago. More have been sold than all other brands of felt-base rugs combined. Each year the prestige of Congoleum Gold Seal Rugs increases — the demand for the genuine article grows more insistent. This is obviously due to the fact that the millions of users of Congoleum throughout the world have tried it thoroughly and found that it lives up to everything that is claimed for it and more!

In addition to the famous Congoleum Gold Seal Rug line we are showing a beautifully balanced assortment of patterns in Congoleum Gold Seal By-the-Yard and Hall Runner. Customers desiring complete covering for any floor, or who also want to cover a narrow passageway, will be instantly attracted by the pattern appeal of this line, and they become willing buyers when told that this flooring is identical in quality with the famous Congoleum Gold Seal Rugs, and carries the same guarantee.

CONGOLEUM FEATURES

CONGOLEUM is water-proof, sanitary, easy-to-clean, and stain-proof. It lies flat and stays in place without fastening — anyone can lay it. The Nationally known Gold Seal guarantee is pasted on the face of every piece of goods.

In a wide variety of beautiful patterns, the clean cut printing and the high gloss surface that is greatly resistant to soap and cleanser make Congoleum by far the best value in printed floor-covering.



FACTORY AND OFFICES
CONGOLEUM CANADA LIMITED — MONTREAL, QUEBEC

ANOTHER appeal which Congoleum has for loyal Canadians is the fact that it is manufactured wholly in Canada from Canadian materials, by Canadian workmen. Our all-Canadian factory is shown above.

All other things being equal it is only fair to give the preference to a Canadian-made article. But we do not stand on this appeal alone . . . far from it.

Congoleum Gold Seal Rugs and Floor-Coverings are low in price, durable, have color appeal and they are absolutely guaranteed by the Gold Seal. In addition, they are manufactured in Canada! What more could you ask?

CONGOLEUM "GOLD SEAL" RUGS



"CORTEZ"—Congoleum Gold Seal Rug No. 647

| | | | |
|----------------------|-----------------|------------------|------------------|
| Code: 1½ x 9—Tezbay; | 3 x 9—Tezmount; | 4½ x 9—Tezhill; | 6 x 9—Tezwood; |
| 7½ x 9—Tezside; | 9 x 9—Tezville; | 9 x 10½—Tezdale; | 9 x 12—Tezhurst; |
| | 9 x 13½—Tezlot; | 9 x 15—Tezfield. | |

The newest thing—a broken stone design in cheerful modern colorings.



CONGOLEUM "GOLD SEAL" RUGS



"SONORA"—Congoleum Gold Seal Rug No. 648

Code: 1½ x 9—Sonbay; 3 x 9—Sonmount; 4½ x 9—Sonhill; 6 x 9—Sonwood;
 7½ x 9—Sonside; 9 x 9—Sonville; 9 x 10½—Sondale; 9 x 12—Sonhurst;
 9 x 13½—Sonlot; 9 x 15—Sonfield.

A brilliant variation of the "Cortez" pattern in the latest rust shades.



CONGOLEUM "GOLD SEAL" RUGS



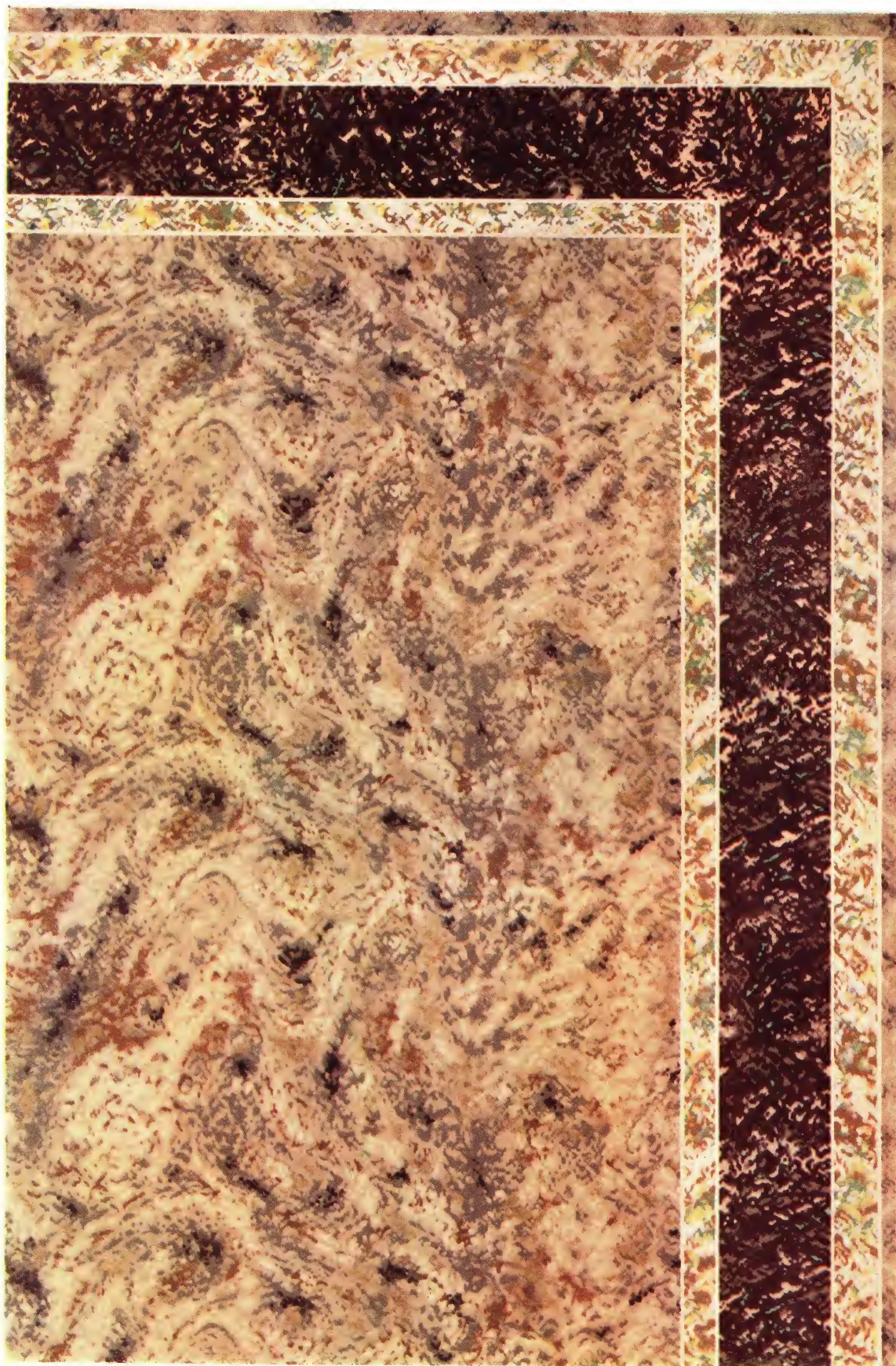
"SAHARA"—Congoleum Gold Seal Rug No. 657

| | | | |
|-----------------------|-----------------|------------------|------------------|
| Code: 1½ x 3—Sardell; | 3 x 3—Sarglen; | 3 x 4½—Sarview; | 3 x 6—Sarford; |
| 1½ x 9—Sarbay; | 3 x 9—Sarmount; | 4½ x 9—Sarhill; | 6 x 9—Sarwood; |
| 7½ x 9—Sarside; | 9 x 9—Sarville; | 9 x 10½—Sardale; | 9 x 12—Sarhurst; |
| | 9 x 13½—Sarlot; | 9 x 15—Sarfield. | |

This is the vogue that has taken the country by storm, with the new "all over" field design.



CONGOLEUM "GOLD SEAL" RUGS



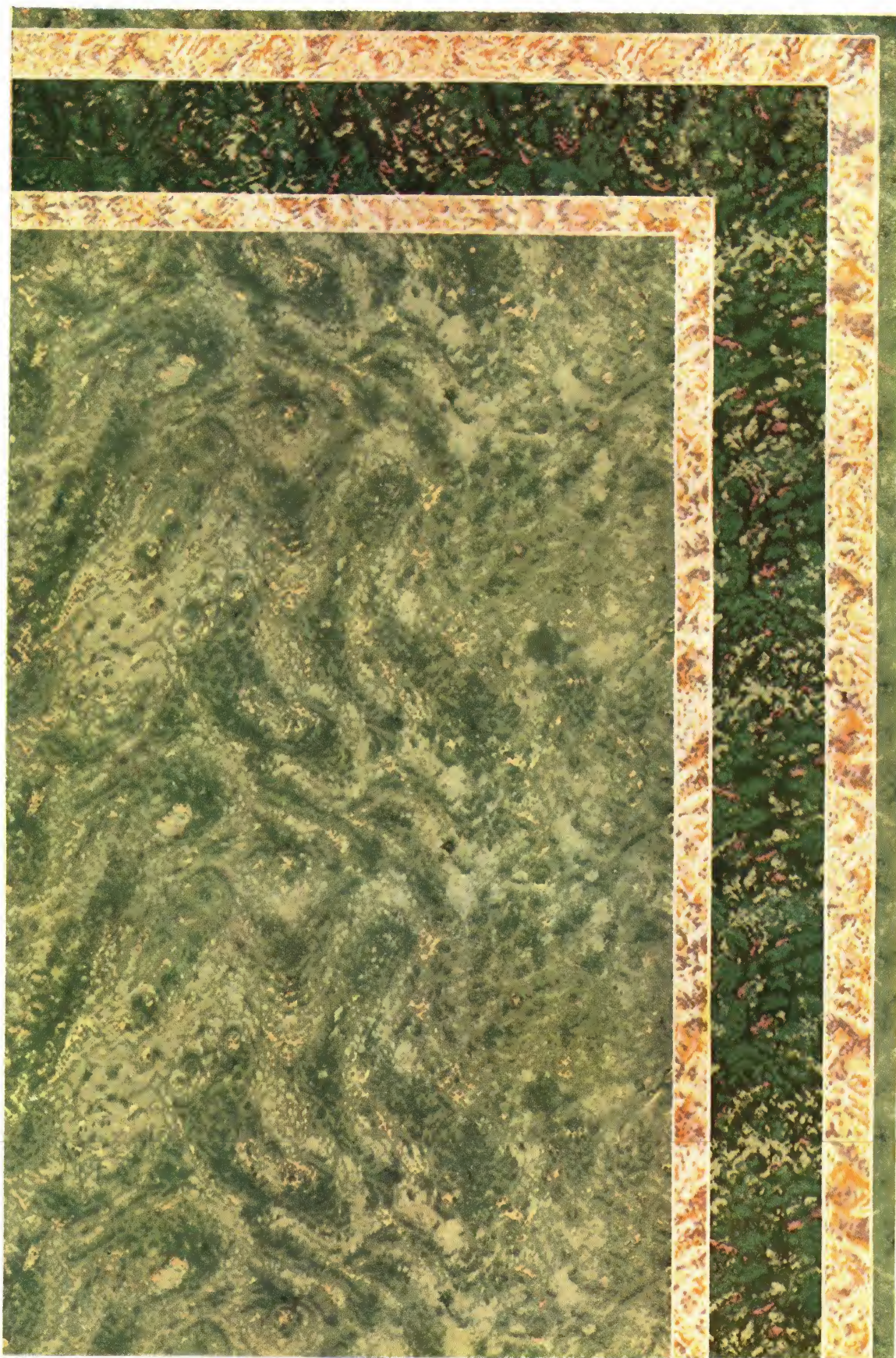
"NOMAD"—Congoleum Gold Seal Rug No. 652

| | | | |
|------------------------|--------------------|--------------------|--------------------|
| Code: 1½ x 3—Nomedell; | 3 x 3—Nomeglen; | 3 x 4½—Nomeview; | 3 x 6—Nomeford; |
| 1½ x 9—Nomebay; | 3 x 9—Nomenclent; | 4½ x 9—Nomehill; | 6 x 9—Nomenclent; |
| 7½ x 9—Nomeside; | 9 x 9—Nomeville; | 9 x 10½—Nomedale; | 9 x 12—Nomenclent; |
| | 9 x 13½—Nomenclot; | 9 x 15—Nomenclent; | |

New—different—distinctive! This pattern contains amazing reproduction of light and dark Sienna marble, revealing nature's own handiwork.



CONGOLEUM "GOLD SEAL" RUGS



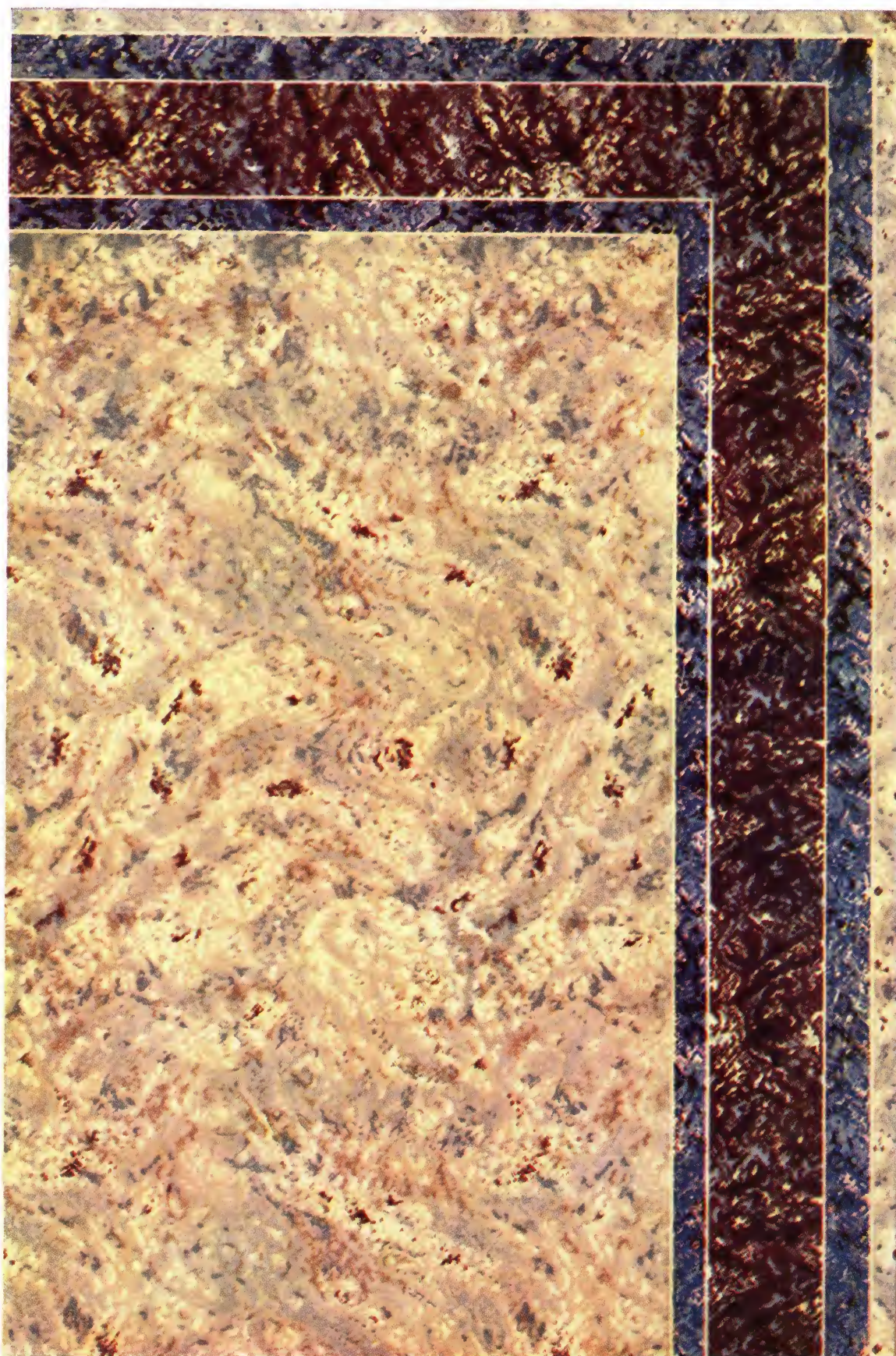
"EGYPTIAN"—Congoleum Gold Seal Rug No. 651

| | | | |
|------------------------|-------------------|------------------|-------------------|
| Code: 1½ x 3—Egydpell; | 3 x 3—Egypglen; | 3 x 4½—Egyview; | 3 x 6—Egypford; |
| 1½ x 9—Egypbay; | 3 x 9—Egypmount; | 4½ x 9—Egyphill; | 6 x 9—Egywood; |
| 7½ x 9—Egypside; | 9 x 9—Egyptville; | 9 x 10½—Egydale; | 9 x 12—Egyphurst; |
| | 9 x 13½—Egyplot; | 9 x 15—Egyfield. | |

No rug in years has created such widespread admiration as this pattern. Housewives and decorators agree that Congoleum, as always, is the first to offer the ultra-smart in new rug effects



CONGOLEUM "GOLD SEAL" RUGS



"ISIS"—Congoleum Gold Seal Rug No. 658

| | | | |
|----------------------|----------------|-----------------|-----------------|
| Code: 1½ x 3—lsdell; | 3 x 3—lsklen; | 3 x 4½—lsview; | 3 x 6—lsford; |
| 1½ x 9—lsbay; | 3 x 9—lsmount; | 4½ x 9—lshill; | 6 x 9—lswood; |
| 7½ x 9—lsside; | 9 x 9—lsville; | 9 x 10½—lsdale; | 9 x 12—lshurst; |
| | 9 x 13½—lslot; | 9 x 15—lsfield. | |

Another color variation of the new vogue, in delicate shades of blue.



CONGOLEUM "GOLD SEAL" RUGS



"ASIATIC"—Congoleum Gold Seal Rug No. 342

| | | | |
|-----------------------|------------------|------------------|-----------------|
| Code: 3 x 9—Siamount; | 4½ x 9—Siahill; | 6 x 9—Siawood; | 7½ x 9—Siaside |
| 9 x 9—Siaville; | 9 x 10½—Siadale; | 9 x 12—Siahurst; | 9 x 13½—Sialot; |
| | 9 x 15—Siafield. | | |

Rich oriental design in rose, powder-blue and taupe—gives an air of distinction to any room.



CONGOLEUM "GOLD SEAL" RUGS



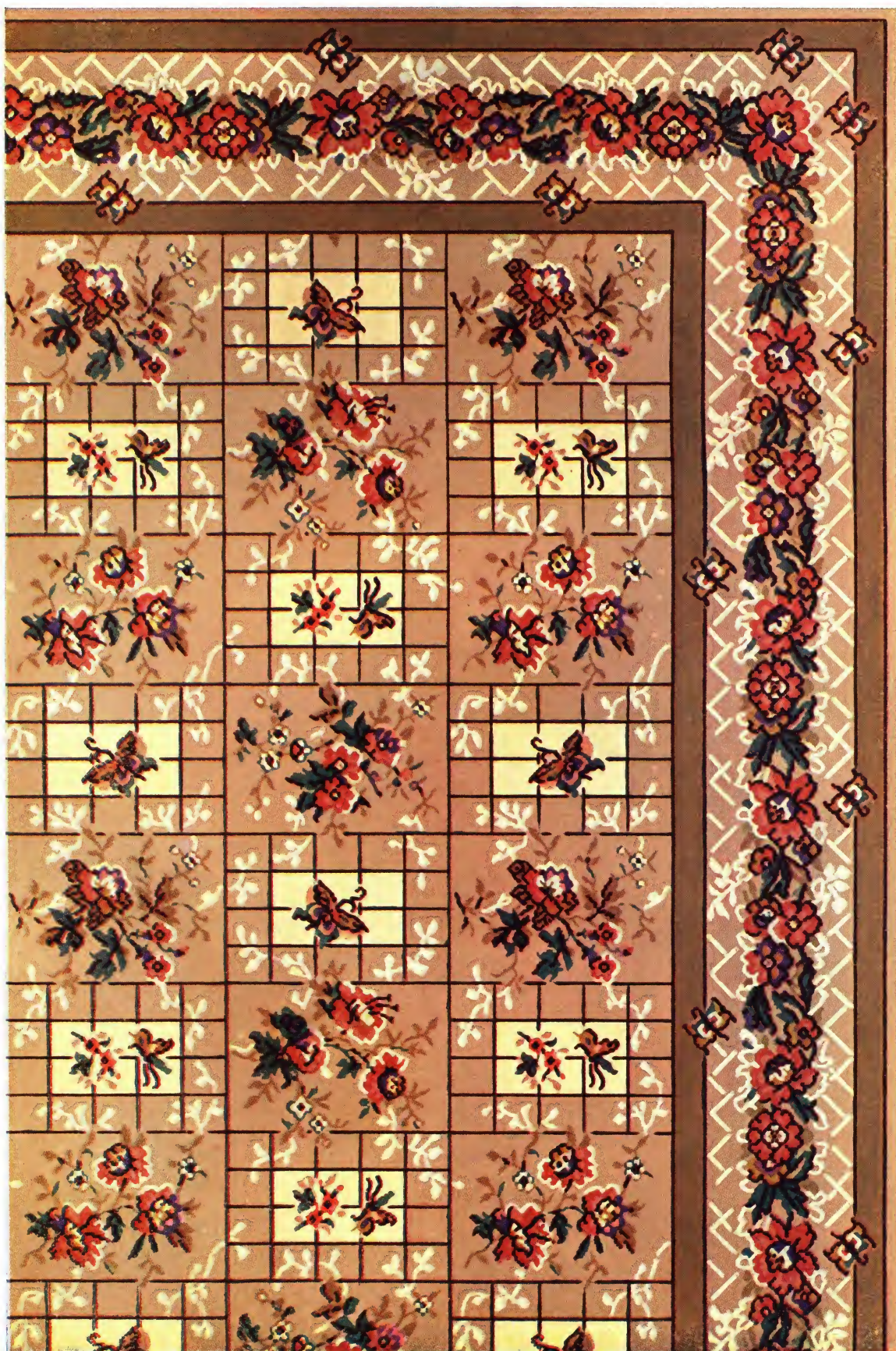
"ARABIC"—Congoleum Gold Seal Rug No. 343

Code: 9 x 3—Bicmount; 9 x 4½—Bichill; 9 x 6—Bicwood; 9 x 7½—Bicside;
 9 x 9—Bicville; 9 x 10½—Bicdale; 9 x 12—Bichurst; 9 x 13½—Biclot;
 9 x 15—Bicfield.

This rug is a masterpiece! Background of mulberry with border of henna-brown and brilliant black. The floral motifs have touches of chartreuse and powder-blue.



CONGOLEUM "GOLD SEAL" RUGS



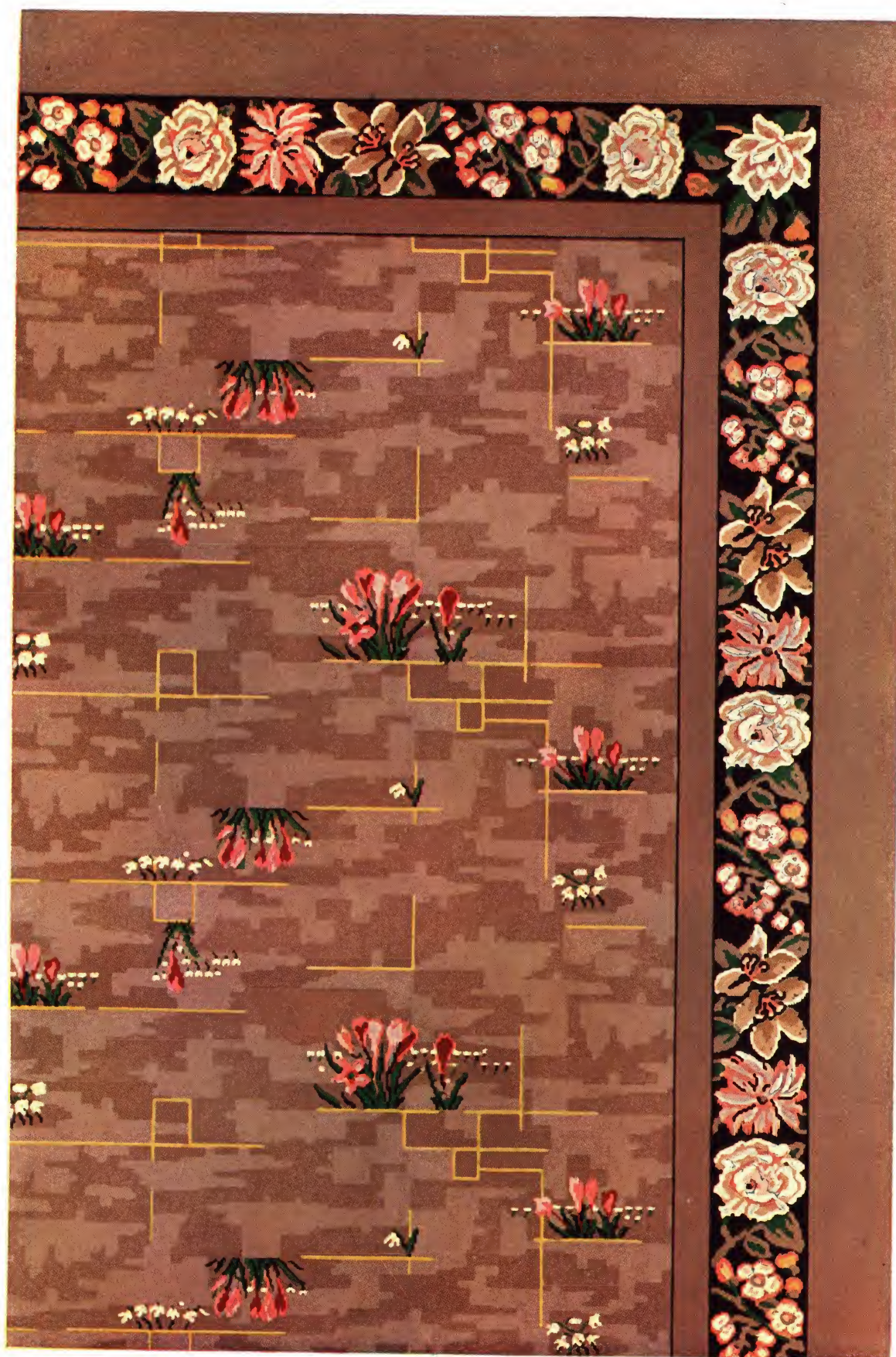
"GLORIA"—Congoileum Gold Seal Rug No. 636

| | | | |
|-----------------------|-----------------|------------------|------------------|
| Code: 1½ x 3—Lindell; | 3 x 3—Linglen; | 3 x 4½—Linview; | 3 x 6—Linford; |
| 9 x 1½—Linbay; | 9 x 3—Linmount; | 9 x 4½—Linhill; | 9 x 6—Linwood; |
| 9 x 7½—Linside; | 9 x 9—Linville; | 9 x 10½—Lindale; | 9 x 12—Linhurst; |
| | 9 x 13½—Linlot; | 9 x 15—Linfield. | |

Does not this beautiful pattern radiate the spirit of summertime?—Roses in bloom—Warmth!—
A rug that will glorify any room in the home.



CONGOLEUM "GOLD SEAL" RUGS



"SAN JUAN"—Congoleum Gold Seal Rug No. 346

Code: 9 x 11½—Jubay; 9 x 3—Jumount; 9 x 4½—Juhill; 9 x 6—Juwood;
 9 x 7½—Juside; 9 x 9—Juville; 9 x 10½—Judale; 9 x 12—Juhurst;
 9 x 13½—Julot; 9 x 15—Jufield.

A beautiful example of the ever popular rose-taupe. A rich warm background that harmonizes with the modern vogue for walnut furniture.

6
10.4

9
12

21
2
42
12
15 5-4
4-6
9+16

12
16
28
12
28
2
60
12

12) 68
5-8



CONGOLEUM "GOLD SEAL" RUGS



"GLEN"—Congoleum Gold Seal Rug No. 344

| | | | |
|----------------------|-----------------|-----------------|----------------|
| Code: 9 x 3—Egmount; | 9 x 4½—Eghill; | 9 x 6—Egwood; | 9 x 7½—Egside; |
| 9 x 9—Egville; | 9 x 10½—Egdale; | 9 x 12—Eghurst; | 9 x 13½—Eglot; |
| | 9 x 15—Egfield. | | |

If you want a distinctive pattern that will give the effect of warmth, here is the rug for you.



CONGOLEUM "GOLD SEAL" RUGS



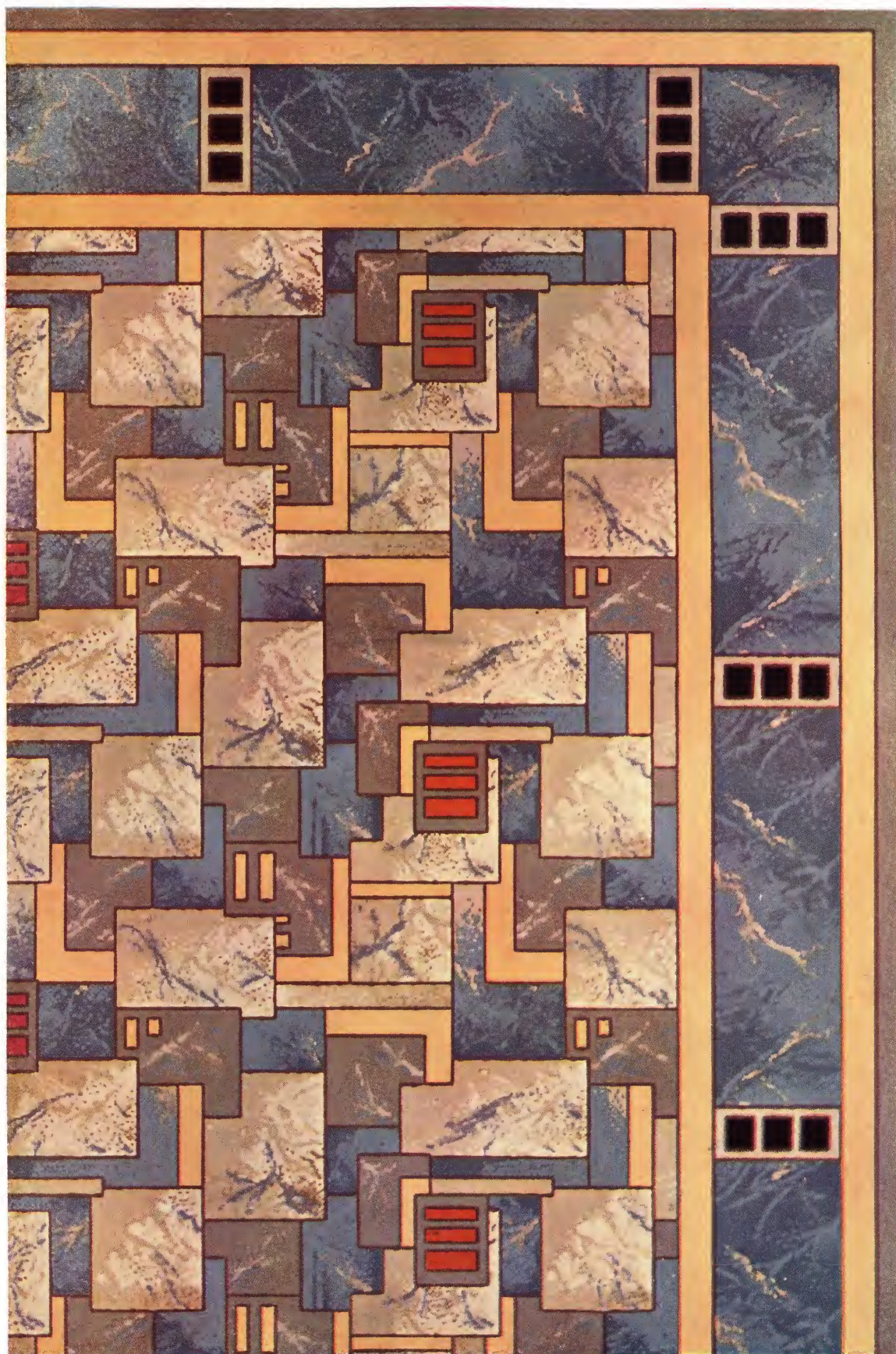
"FRONTENAC"—Congoleum Gold Seal Rug No. 347

Code: 3 x 9—Fronmount; 4½ x 9—Fronhill; 6 x 9—Fronwood; 7½ x 9—Fronside;
 9 x 9—Fronville; 9 x 10½—Frondale; 9 x 12—Fronhurst; 9 x 13½—Fronlot;
 9 x 15—Fronfield.

Delightfully different . . . and decidedly modern! A lovely combination of colors that will be a never-ending source of joy wherever it is used.



CONGOLEUM "GOLD SEAL" RUGS



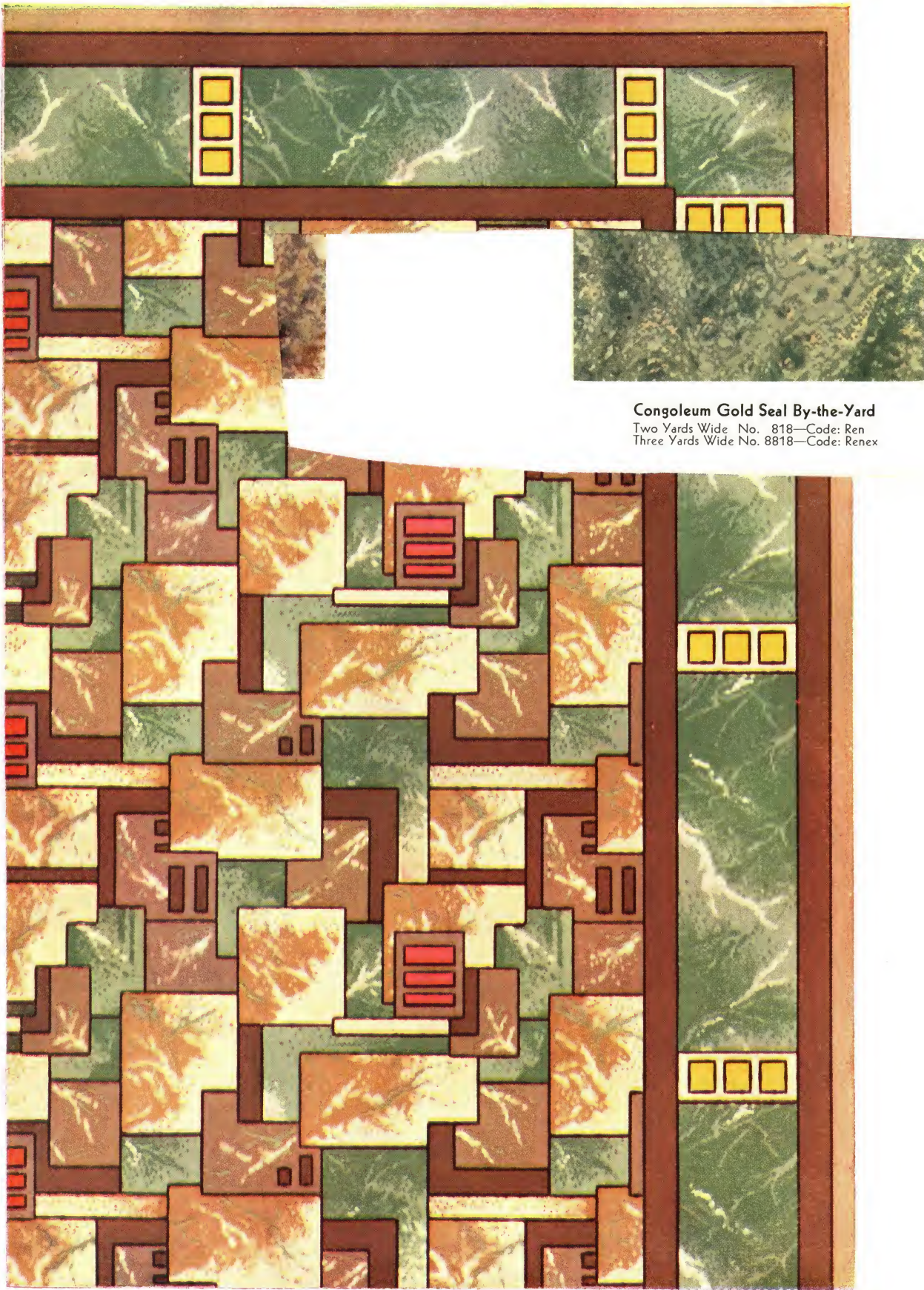
"DANUBE"—Congoleum Gold Seal Rug No. 632

Code: 1½ x 3—Dandell; 3 x 3—Danglen; 3 x 4½—Danview; 3 x 6—Danford;
 9 x 1½—Danbay; 9 x 3—Danmount; 9 x 4½—Danhill; 9 x 6—Danwood;
 9 x 7½—Danside; 9 x 9—Danville; 9 x 10½—Dandale; 9 x 12—Danhurst;
 9 x 13½—Danlot; 9 x 15—Danfield.

Harmonious blending of the beautiful tones to be found in the bosom of a deep river.



CONGOLEUM "GOLD SEAL" RUGS



Congoleum Gold Seal By-the-Yard

Two Yards Wide No. 818—Code: Ren
Three Yards Wide No. 8818—Code: Renex

"LUCERNE"—Congoleum Gold Seal Rug No. 633

| | | | |
|------------------------------------|-------------------------------|--------------------------------|------------------|
| Code: 1 $\frac{1}{2}$ x 3—Cerdell; | 3 x 3—Cerglen; | 3 x 4 $\frac{1}{2}$ —Cerview; | 3 x 6—Cerford; |
| 9 x 1 $\frac{1}{2}$ —Cerbay; | 9 x 3—Cermount; | 9 x 4 $\frac{1}{2}$ —Cerhill; | 9 x 6—Cerwood; |
| 9 x 7 $\frac{1}{2}$ —Cerside; | 9 x 9—Cerville; | 9 x 10 $\frac{1}{2}$ —Cerdale; | 9 x 12—Cerhurst; |
| | 9 x 13 $\frac{1}{2}$ —Cerlot; | 9 x 15—Cerfield. | |

This pretty new rug may be adapted to either modern or old-fashioned rooms.



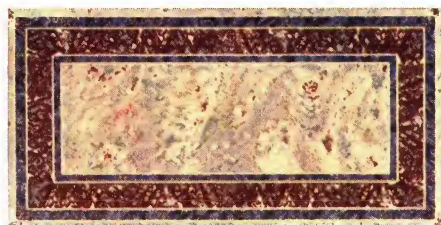
CONGOLEUM "GOLD SEAL" SCATTER RUGS



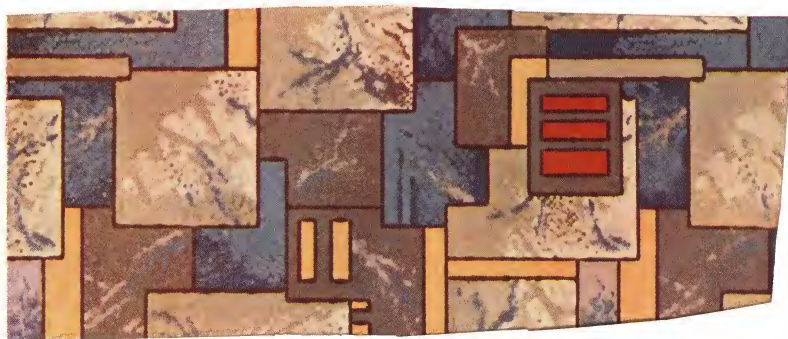
No. 657



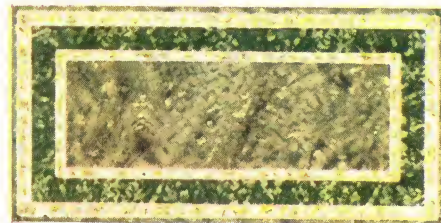
No. 636



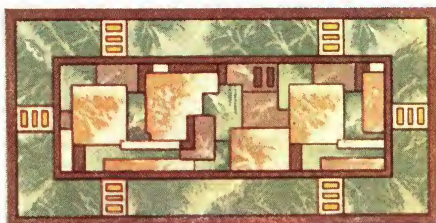
No. 658



No. 633



No. 651



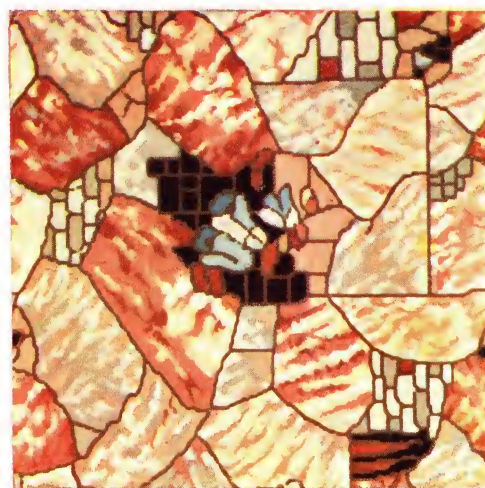
CONGOLEUM "GOLD SEAL" BY-THE-YARD



Congoleum Gold Seal By-the-Yard
Two Yards Wide No. 817—Code: Roth
Three Yards Wide No. 8817—Code: Rothex

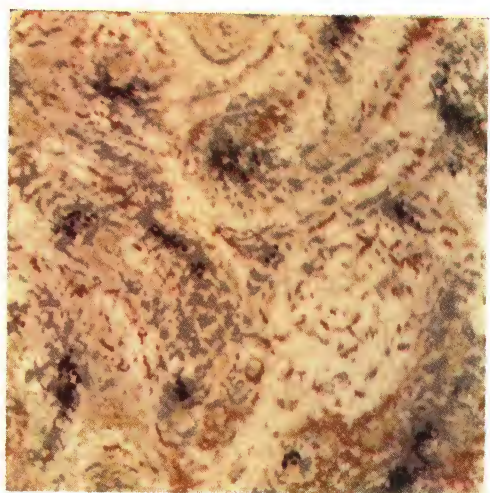


Congoleum Gold Seal By-the-Yard
Two Yards Wide No. 800—Code: Roy
Three Yards Wide No. 8800—Code: Royex



Congoleum Gold Seal By-the-Yard
Two Yards Wide No. 816—Code: Ronay
Three Yards Wide No. 8816—Code: Ronax

CONGOLEUM "GOLD SEAL" BY-THE-YARD



Congoleum Gold Seal By-the-Yard

Two Yards Wide No. 819—Code: Ram
Three Yards Wide No. 8819—Code: Ramex



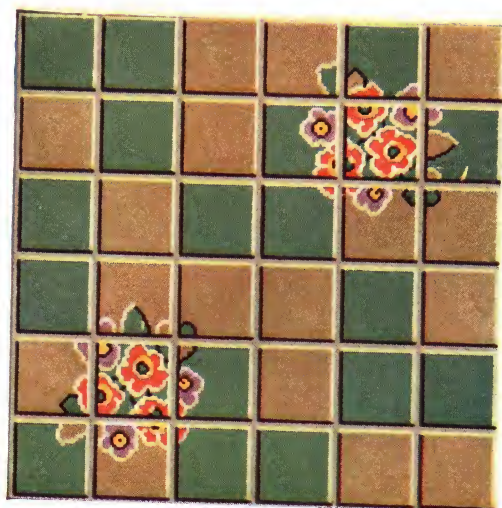
Congoleum Gold Seal By-the-Yard

Two Yards Wide No. 818—Code: Ren
Three Yards Wide No. 8818—Code: Renex



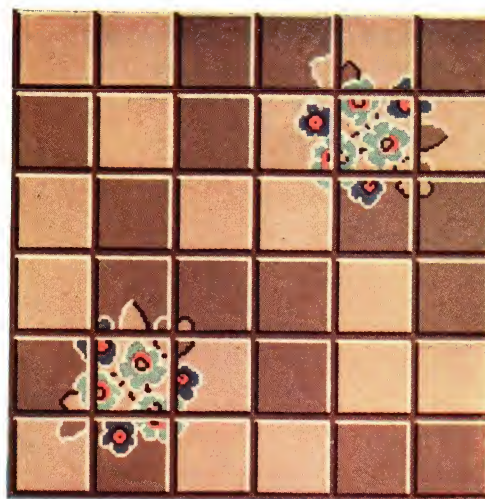
Congoleum Gold Seal By-the-Yard

Two Yards Wide No. 906—Code: Manitou
Three Yards Wide No. 8106—Code: Manitoux



Congoleum Gold Seal By-the-Yard

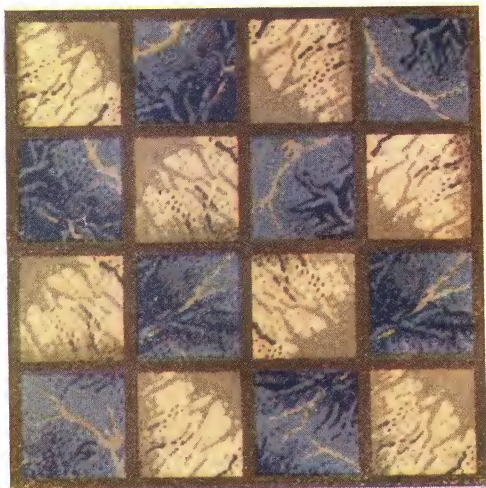
Two Yards Wide No. 982—Code: Renown



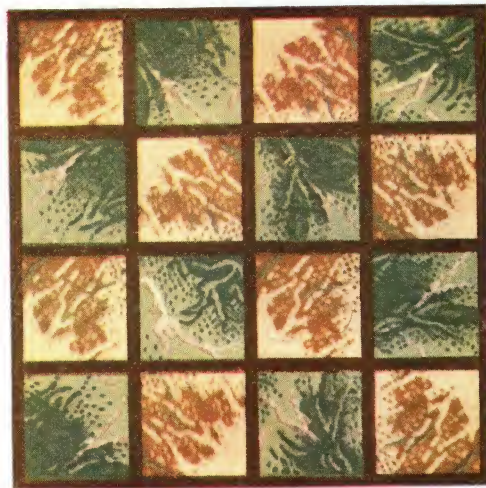
Congoleum Gold Seal By-the-Yard

Two Yards Wide No. 983—Code: Regent

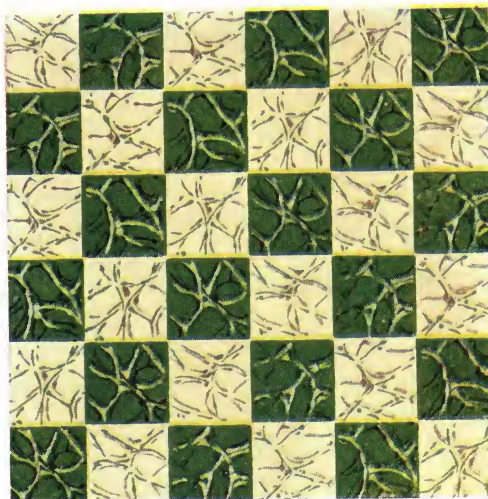
CONGOLEUM "GOLD SEAL" BY-THE-YARD



Congoleum Gold Seal By-the-Yard
Two Yards Wide No. 913—Code: Ryan
Three Yards Wide No. 8113—Code: Ryanx



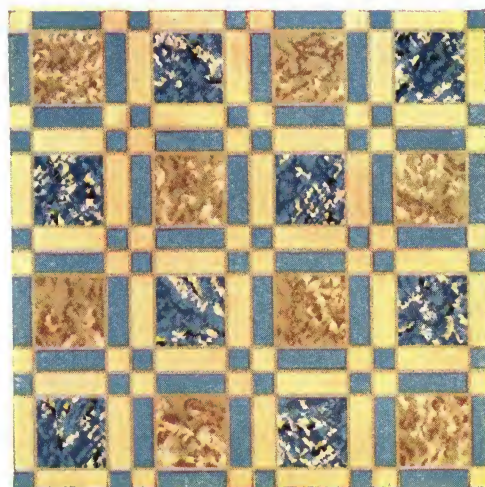
Congoleum Gold Seal By-the-Yard
Two Yards Wide No. 914—Code: Radio
Three Yards Wide No. 8114—Code: Radix



Congoleum Gold Seal By-the-Yard
Two Yards Wide No. 907—Code: Huron
Three Yards Wide No. 8107—Code: Hurox



Congoleum Gold Seal By-the-Yard
Two Yards Wide No. 981—Code: Joslyn
Three Yards Wide No. 4081—Code: Joslynx



Congoleum Gold Seal By-the-Yard
Two Yards Wide No. 980—Code: Jade
Three Yards Wide No. 4080—Code: Jadex

CONGOLEUM "GOLD SEAL" HALL RUNNER



Congoleum Gold Seal Hall Runner

36 Inches Wide No. 657—Code: Sarrun
27 Inches Wide No. 157—Code: Nevin



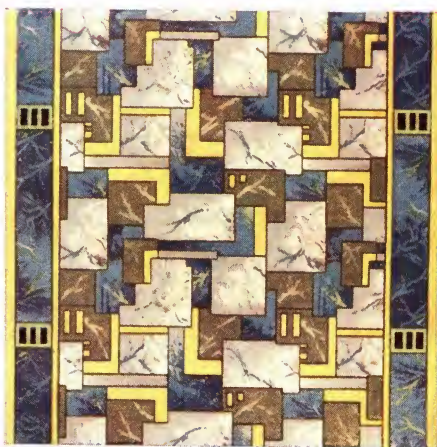
Congoleum Gold Seal Hall Runner

36 Inches Wide No. 636—Code: Linrun
27 Inches Wide No. 126—Code: Relief



Congoleum Gold Seal Hall Runner

36 Inches Wide No. 658—Code: Isrun
27 Inches Wide No. 158—Code: Prism



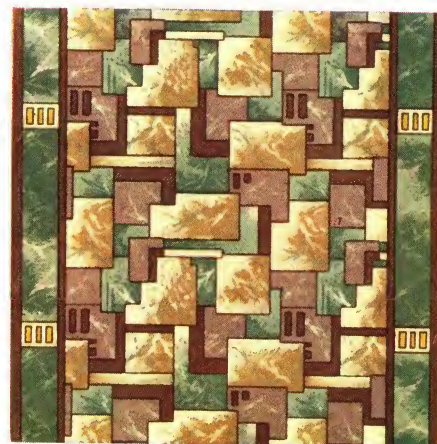
Congoleum Gold Seal Hall Runner

36 Inches Wide No. 632—Code: Danrun



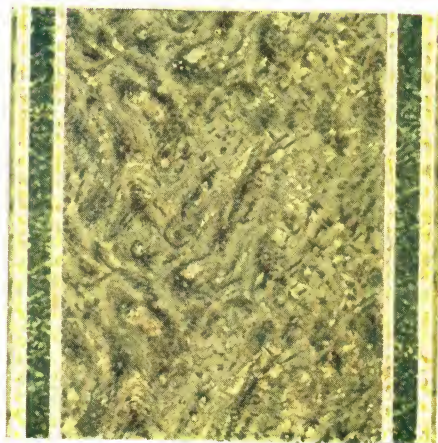
Congoleum Gold Seal Hall Runner

27 Inches Wide No. 124—Code: Reliance



Congoleum Gold Seal Hall Runner

36 Inches Wide No. 633—Code: Cerrun



Congoleum Gold Seal Hall Runner

36 Inches Wide No. 651—Code: Egyrun
27 Inches Wide No. 151—Code: Nixon



Congoleum Gold Seal Hall Runner

27 Inches Wide No. 125—Code: Redfern



Congoleum Gold Seal Hall Runner

36 Inches Wide No. 652—Code: Nomerun
27 Inches Wide No. 152—Code: Noble

Floor Covering Yardage Table for Rooms of Various Sizes

THIS table is a quick and reasonably accurate means of estimating the yardage necessary to cover any ordinary room. A small allowance of wastage is figured in for matching the patterns. Allowances must also be made for recesses and cut-outs in the room.

The room dimensions are given in FEET, but the amount of material required is given in SQUARE YARDS.

*Example:—*Room $10\frac{1}{2}$ x $7\frac{1}{2}$ feet. Take first column at left. Find figure $10\frac{1}{2}$ in red, then follow that line across table until directly under red figure $7\frac{1}{2}$ at top. Result is $9\frac{1}{2}$ square yards.

| Feet | 6 | $6\frac{1}{2}$ | 7 | $7\frac{1}{2}$ | 8 | $8\frac{1}{2}$ | 9 | $9\frac{1}{2}$ | 10 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 10 | $7\frac{1}{2}$ | 8 | $8\frac{1}{2}$ | 9 | $9\frac{3}{4}$ | $10\frac{1}{2}$ | $10\frac{1}{2}$ | $11\frac{1}{4}$ | 12 |
| $10\frac{1}{2}$ | $7\frac{1}{2}$ | $8\frac{1}{4}$ | 9 | $9\frac{1}{2}$ | 10 | 11 | 11 | 12 | $12\frac{1}{4}$ |
| 11 | $8\frac{1}{4}$ | 9 | $9\frac{3}{4}$ | $10\frac{1}{4}$ | 11 | $11\frac{1}{2}$ | $12\frac{1}{4}$ | $13\frac{1}{4}$ | $13\frac{3}{4}$ |
| $11\frac{1}{2}$ | $8\frac{1}{4}$ | 9 | $9\frac{3}{4}$ | $10\frac{1}{4}$ | 11 | 12 | $12\frac{1}{4}$ | $13\frac{1}{4}$ | $13\frac{3}{4}$ |
| 12 | $8\frac{1}{2}$ | $9\frac{1}{2}$ | 10 | 11 | $11\frac{1}{2}$ | $12\frac{1}{4}$ | $12\frac{1}{4}$ | $13\frac{1}{2}$ | 14 |
| $12\frac{1}{2}$ | 9 | 10 | $10\frac{1}{2}$ | $11\frac{1}{4}$ | 12 | $12\frac{3}{4}$ | 13 | 14 | 15 |
| 13 | $9\frac{1}{2}$ | $10\frac{1}{4}$ | 11 | $11\frac{3}{4}$ | $12\frac{1}{2}$ | $13\frac{1}{4}$ | $13\frac{1}{2}$ | $14\frac{3}{4}$ | $15\frac{1}{2}$ |
| $13\frac{1}{2}$ | $9\frac{3}{4}$ | $10\frac{1}{2}$ | $11\frac{1}{4}$ | 12 | $12\frac{3}{4}$ | 14 | $14\frac{1}{4}$ | $15\frac{1}{4}$ | $15\frac{3}{4}$ |
| 14 | 10 | $10\frac{1}{2}$ | $11\frac{3}{4}$ | $12\frac{1}{2}$ | $13\frac{1}{2}$ | $14\frac{1}{2}$ | $14\frac{3}{4}$ | 16 | $16\frac{1}{4}$ |
| $14\frac{1}{2}$ | $10\frac{1}{2}$ | 11 | $12\frac{1}{2}$ | $13\frac{1}{4}$ | 14 | 15 | $15\frac{3}{4}$ | 17 | $17\frac{1}{2}$ |
| 15 | $10\frac{1}{2}$ | $11\frac{1}{2}$ | $12\frac{1}{2}$ | $13\frac{1}{4}$ | 14 | $15\frac{1}{2}$ | $15\frac{3}{4}$ | 17 | $17\frac{1}{2}$ |

| Feet | $10\frac{1}{2}$ | 11 | $11\frac{1}{2}$ | 12 | $12\frac{1}{2}$ | 13 | $13\frac{1}{2}$ | 14 | 15 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 10 | $12\frac{1}{4}$ | 13 | $13\frac{1}{2}$ | 14 | 15 | $15\frac{1}{2}$ | $15\frac{1}{2}$ | $16\frac{1}{2}$ | $17\frac{1}{2}$ |
| $10\frac{1}{2}$ | 13 | $13\frac{1}{2}$ | 14 | $14\frac{1}{2}$ | $15\frac{1}{2}$ | 16 | $16\frac{3}{4}$ | $17\frac{1}{4}$ | $18\frac{1}{2}$ |
| 11 | $14\frac{1}{4}$ | 15 | $15\frac{3}{4}$ | 16 | 17 | $17\frac{3}{4}$ | $18\frac{1}{4}$ | 19 | $20\frac{1}{4}$ |
| $11\frac{1}{2}$ | $14\frac{1}{4}$ | $15\frac{3}{4}$ | $15\frac{3}{4}$ | $16\frac{1}{4}$ | 17 | $17\frac{3}{4}$ | $18\frac{1}{4}$ | 19 | $20\frac{1}{4}$ |
| 12 | $14\frac{1}{2}$ | 16 | $16\frac{1}{4}$ | $16\frac{1}{4}$ | 17 | $17\frac{3}{4}$ | $18\frac{1}{4}$ | 19 | $20\frac{1}{4}$ |
| $12\frac{1}{2}$ | $15\frac{1}{2}$ | 17 | 17 | $17\frac{1}{4}$ | $18\frac{1}{4}$ | 19 | $19\frac{3}{4}$ | $20\frac{1}{4}$ | 22 |
| 13 | 16 | $17\frac{3}{4}$ | $17\frac{3}{4}$ | $18\frac{1}{4}$ | 19 | $19\frac{3}{4}$ | $20\frac{1}{2}$ | 21 | 23 |
| $13\frac{1}{2}$ | $16\frac{3}{4}$ | $18\frac{1}{4}$ | $18\frac{1}{4}$ | 19 | $19\frac{3}{4}$ | $20\frac{1}{4}$ | $21\frac{1}{4}$ | 22 | $23\frac{1}{2}$ |
| 14 | $17\frac{1}{4}$ | 19 | 19 | $19\frac{3}{4}$ | $20\frac{1}{2}$ | $21\frac{1}{4}$ | 22 | $23\frac{3}{4}$ | $24\frac{1}{2}$ |
| $14\frac{1}{2}$ | $18\frac{1}{4}$ | $19\frac{1}{2}$ | 20 | $20\frac{3}{4}$ | $21\frac{1}{4}$ | 22 | 23 | $23\frac{3}{4}$ | $25\frac{1}{4}$ |
| 15 | $18\frac{1}{2}$ | $20\frac{1}{4}$ | $20\frac{1}{4}$ | $20\frac{3}{4}$ | 22 | $23\frac{1}{4}$ | $23\frac{1}{2}$ | $24\frac{1}{2}$ | 26 |

THE name "Congoleum" is the registered trade mark identifying the Rugs and Floor-Coverings made in Canada, exclusively by Congoleum Canada Limited, the originators and sole manufacturers of Congoleum.

No floor-covering is genuine Congoleum unless it bears the Gold Seal guarantee of "Satisfaction Guaranteed or Your Money Back".

Success breeds imitations, and attempts have already been made to copy Congoleum processes and designs. Do not be misled. Look for the Gold Seal — pasted on the face of the pattern.





